

Questions & Answers
RFP-7024 Bidders' Conference
August 29, 2006

Q. Is the Baby book printed with non-toxic materials? Other requirements, such as recycled materials etc?

A. Yes. There is no requirement for the baby book to be made with recyclable or recycled materials, however, vendors are required to complete and return a Recycled Content Certification form on an annual basis.

Q. When and how do you decide what goes into the Kit? Do you post these items for bid?

A. The original items in the Kit were a collaboration among CCFC, the I Am Your Child Foundation, and UC Berkeley. Each of the components was created by one of those collaborators, with the exception of the baby board book, which was purchased separately. Once the Kit was launched, an evaluation was done of the Kit and components, giving us feedback to make changes in certain areas. The result of that feedback is the generation of Kits that RFP-7024 is bidding. The components are not posted for bid. Instead, we use a contractor to procure or produce all of the items for the Kit. Again, that is the purpose of RFP-7024.

Q. Who is the current contractor?

A. ALOM Technologies of Fremont, CA

Q. Are the financials for the companies held confidential to the public?

A. Any identifying information would be redacted before release of the information to the public.

Q. Have you exceeded the estimated number of kits for the current contract or under-ordered?

A. The existing contract asked for bids based on 250,000 Kits per year for three years. We have created closer to 375,000 Kits per year. As a result, the contract ran short of funding in the second year and was amended with additional funds to allow production at the increased Kit request rate. As a result, for RFP-7024 we are asking for bids based on 350,000 Kits per year for three years.

Q. Is there any price escalation clause that permits price adjustment based on increase cost of purchased publications?

A. No, however, there is always an opportunity by each party to renegotiate the price every time an order is placed. In the process of putting together your proposal, you should determine how best to allow for price adjustments based on increased costs. At the very least, you should include an inflation adjustment factor.

Q. Is there a maximum “over” quantity that you are allowed to order?

A. 10%.

Q. Why is the DVBE participation rather than just “participation” not listed as a “targeted” preference?

Participants should contact the Department of General Services (DGS) for an answer to this question; that particular information is provided to State agencies by DGS. It is contained in the RFP template used for this procurement.

Q. Are there anticipated changes to the language in the current components of the kit in the current languages?

A. The Kit components for which RFP-7024 is asking for proposals are going to be finished by the time that a new contract is finalized. A master of each component to be produced will be provided to the contractor. However, it is normal for minor changes to be made to components as they go to reprint or reorder. Since we are producing Kits in six languages, there may be a need for language changes at that time. The contractor will be expected to procure those language

changes or any other changes (such as adjustments to design elements).

Q. On page 10 #2 it asks that the proposal package should be prepared in the least expensive manner no bindings or clasp binder. Due to its size we use a 3 ring binder?

A. Yes.

Q. Who is providing the call center function- when is this contract coming up or it is a non-bid?

A. Target Directions, Inc. is the call center contractor. That service is bid through our media contractor, GMMB. It will be up for award again in July 2007. As that date gets closer, contact Elisa Bupara, Communications Director, First 5 California at ebupara@ccfc.ca.gov for more information.

Q. Are you complying with the legal requirements to pay small businesses within 30 days?

A. Absolutely. As you know, if we don't comply, we have to pay penalties to the small business.

Q. Can you send me a list of the meeting attendees?

A. The attendees at the mandatory bidders' conference were:
Phuong Lan Do of Lan Do & Associates
Lisa Wrench of bayarea translations
Lisa Dolan of ALOM Technologies
Larry Thrall of Rimpau Enterprises
Jim Marquardsen of Bottom Line Printing
Dan Wallace of Sierra Group LLC

Q. Can you confirm the old contract price as it is? How was it broken down (cost of kit, cost of shipping and assembly). If it was 16mm, is that per year or per 3 years and for how many kits?

Q. Is the vendor's RFP and current pricing of contract available to bidders for review?

A. We will mail each proposer a copy of the existing contract.

Q. On page 29 of the RFP the fees for licensing the Oral Health segment of the DVD are spelled out. Does the new vendor start over on the fee structure? Assuming the current vendor has made enough impressions of this tape / DVD to get fees down to \$0.24 each...does the new vendor have to start at \$0.80 again or does everyone get to assume the fees are \$0.24 per impression?

A. The licensing agreement for the oral health segments offers lower pricing as certain numbers of impressions are reached. This count is made only once, so that eventually the lowest prices will continue to apply for as long as First 5 California uses that product.

Q. The specifications listed for the wire-o booklet have changed. Please note the new specs below:

A. The wire-o booklet specifications are as follows:

Booklets:

Size:	6" x 9"
Pages:	See below, printed 4cp 2-sides
Text Stock:	60# gloss book
Covers Stock:	100# gloss cover printed 4cp 2-sides
Tab Stock:	100# gloss cover printed 4cp 2 sides 6 tabs total for each language full flood of color
Bindery:	Trim, die cut tabs, collate, insert tabs, wire-o bind in black on the 9" spine, carton pack

English page count: 250 pages, 125 sheets
Spanish page count: 300 pages, 150 sheets
Mandarin page count: 350 pages, 175 sheets
Cantonese page count: 350 pages, 175 sheets
Korean page count: 350 pages, 175 sheets
Vietnamese page count: 350 pages, 175 sheets